

## News Release

### **Heavy Metal Tour gets 400 Western Canadian growers rockin' out on the farm and one lucky winner to Winnipeg**

*For immediate release*

**Winnipeg, Manitoba (August 26, 2009)** – Trochu, Alberta grower, Jamie Christie, is on his way to tour the Versatile factory in Winnipeg after placing the best time of two minutes and 28 seconds in the Versatile Heavy Metal Tour Five-Minute Challenge.

To demonstrate how easy daily maintenance can be on a Versatile tractor, the Tour team engaged farmers across Canada to locate and mark service points and grease zerks on a checklist. Christie had all answers correct and the fastest time throughout the whole Tour. Christie and his father will fly to Winnipeg to tour the factory in November and receive \$500 cash to spend during their trip.

“I’ve been a Versatile owner for a long time and have always wanted to visit the factory in Winnipeg,” says Christie. “The timed challenge turned a routine maintenance check into a fun competition. I’ve never won a trip before!”

Christie joined an elite group of farmers that were able to complete the service competition in less than five minutes. Christie’s time of 2:28 at the Trochu event edged out participants’ in Regina and Saskatoon that completed the challenge in 2:45 and 3:00 respectively. At each of the tour stops, growers were able to beat the 5-minute time, proving that the daily maintenance on a Versatile tractor is easy and time-efficient.

Proving that Versatile is back and better than ever, its Heavy Metal Tour thundered across the prairies during the entire month of July with audiences of more than 400 growers. Morden, Manitoba marked the end of the eight-stop Tour, which kicked off in Spirit River on July 7, then made its way throughout Alberta, Saskatchewan and southern Manitoba.



Each Tour stop allowed dozens of registered growers to get behind the wheel of a [Versatile HHT Series 4WD 535 hp tractor](#), pulling equipment and demoing its raw power and reliability.

“The response and excitement from growers at each of our eight Tour stops was inspiring,” recalls Adam Reid, Versatile marketing manager. “We launched the Versatile Heavy Metal Tour to let growers experience hands-on the confident, critical technology and ease of maintenance that Versatile offers.”

The Tour encouraged past, present and future owners of Versatile tractors to take a test drive in a local field – a rare opportunity. Unlike purchasing cars or trucks, growers often do not get to experience a tractor in the field before making the purchase.

The only Canadian manufacturer of agricultural tractors, Versatile has built a formidable reputation for powerful, reliable tractors designed for trouble-free service and maintenance. The company was also the first to mass-produce articulated four-wheel drive tractors in 1966.

In the weeks ahead, the Heavy Metal Team will continue to update its Twitter, Facebook and Flickr social media pages with pictures and videos of the Tour so that participants can re-live the experience and stay connected with Versatile. Visit [www.versatileheavymetal.com](http://www.versatileheavymetal.com) to find out more and to join the conversation.

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### **About Versatile**

Versatile, a division of Buhler Industries Inc. (TSX: BUI), is the only Canadian manufacturer of agricultural tractors. The factory in Winnipeg, Manitoba covers almost 700,000 square feet with complete manufacturing and assembly capabilities and full research and development facilities. Versatile also has a rural 40-acre test site with a paved quarter-mile circuit and bump-track. For more information on Versatile tractors visit [www.versatile-ag.com](http://www.versatile-ag.com).



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For photographs of the tour check out these links:

**Facebook**

<http://www.facebook.com/people/Versatile-Tour/1817494631>

**Twitter**

<http://twitter.com/VersatileHMT>

**Flickr**

<http://www.flickr.com/photos/vhmt/>